

BENNY YERUSHALMI for State Senate

Author: Kevin Goodell



Proposal ID: 723
 Schedule Date: 9/4/2012 - 11/6/2012
 Advertiser: BENNY YERUSHALMI
 Spot Length(s): :30

Acct. Exec: Kevin Goodell
 Phone #: 702-657-3270
 FAX #: 702-657-3208
 Email: kgoodell@mynews3.com
 Web Site: www.mynews3.com

Flight Dates: 9/4/2012-9/30/2012

Program	SpotLength(s)	DMA				W k	Rate Spots
		SE	SE	SE	SE		
KSNV							
JEOPARDY/WHEEL	:30	3	3	3	2	p3.4	
GRPs/Impressions						37.4	4 \$375.00
CPP/CPM						\$110.29	11
Mo-Fr 6:30p-7:30p							
FOOTBALL NIGHT IN AMERICA	:30	1	1	1	1	p4.6	
GRPs/Impressions						18.4	4 \$900.00
CPP/CPM						\$195.65	4
Sun 4:00p-5:30p							
KSNV Totals		4	4	4	3		\$7,725.00
		GRPs/(000)				55.8	
		CPP/CPM:				\$138.44	
		Reach:				30.1	
		Frequency:				1.9	
Approved by: _____							

3Q12 General Summary (DMA P18+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	E.Reach	N.Reach	Pop	
KSNV	15	\$7,725	55.8	800.9	\$138.44	\$9.65	30.1	1.9	12.2	445,389	1,479,674	